Tammy Lepage

From: craig.d

Sent: January 2, 2019 4:05 PM

To: Tammy Lepage Cc: Sabrina Pandolfo

Subject: FW: Economic development round table

Attachments: smooth rock falls community improvement plan -2014-09-11-as-adopted with

highlights.pdf; small_town_econ_dev_tool_010516.pdf

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From: john.shymko

Sent: Wednesday, January 2, 2019 4:01 PM

To: craig.d < craig.d@temagami.ca>

Subject: Economic development round table

would you please make sure everyone has these notes before our economic development roundtable discussion?

Thank you.

Steps in economic development plan.

1.) Information Gathering

- a) Gather key community historical and current statistics
- b) Asset Inventory
- c) development of community profile
- d) Develop a key facts document.

2) Stakeholders

- a) Create stakeholder criteria and list of stakeholdets
- b) Identify community members impacted by economic development process

3.) Create plan, engaging partners and community members.

- a) Strategic assessment strengths, challenges and opportunities facing the community
- b) Establish vision to provide ultimate goal strategy is working towards
- c) Identify Strategic areas to focus on entrepreneurial development, community businesses, etc.

- d) Establish goals for each strategic area to focus strategy
- e) Identify and prioritize specific action items to activate the plan

4.) Create strategic plan

- a) Create full strategic plan document
- b) condense to one page strategic plan overview

5.) Implementation

- a) Workplan to move from plan to action
- b) Measurement plan
- c) Evaluation plan

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Steps to creating a new and vibrant Temagami

- 1. Know the difference between "growth" and "investment." Not all communities are necessarily growing. Nor should they. However, in most cases, businesses, individuals, and/or public agencies continue to make investments in the community even during periods of population decline. Building on ongoing investment(s), rather than "growth" as defined by increasing employment, population, or tax base, is essential to reinvigorate a struggling economy.
- 2. Be strategic and tactical. An economic development plan should include **long-term strategies** that set overall direction and objectives for any economic development related activities and investments. The plan should also identify **short-term**, **tactical actions** that address specific barriers or challenges to attaining the longer-term vision.
- 3. Stay focused. Investments of time, money, and other community resources are most effective when targeted to an area that is both big enough to offer opportunities for change and small enough to make tangible, visible improvements.
- 4. Work as a team. Time spent fighting your opponents is time not spent providing solutions.
- 5. Start where there is already momentum. Economic development efforts are most effective in places where there is already some private-sector activity so that public investments can reinforce and support investment by individual homeowners, business owners, commercial property owners, and/or banks and other financial institutions.
- 6. Find the right partners for specific goals. Successful economic development efforts rely on partnerships across government agencies, especially when different types of funding are involved. Engaging these partners for specific and mission-appropriate goals is more effective than trying to seek support for broad or poorly defined initiatives. Communicate and coordinate. Good communication and coordination among groups and agencies can help ensure that all available resources support the community's vision.
- 7. Prepare a quick-reference zoning handout. Make easy-to-understand zoning handouts available online and at city hall. Land use and zoning codes can often be difficult to interpret. Providing a simple explanation of what is allowed and contact information for further questions can ease the burden of seeking municipal approvals.
- 8. Community Code Enforcement Programs. Rehabilitating vacant or blighted properties in downtowns and other central locations can clean up environmental hazards and make these locations more attractive to investors and residents.
- 9. Be respectful, helpful and friendly. Nothing promotes a region more than the friendliness of it's people.

- 10. Original Art Mural programs. A mural program can bring public art to the community and enhance the local sense of place.
- 11. Economic development website. In addition to providing new and expanding businesses with information and resources, a dedicated economic development website sends a clear message that a city is "open for business" and available to help. Create and maintain an economic development website that could be a one stop shop to help new and existing business owners with business startup or expansion. This website could include a step-by-step guide to starting or expanding a business in the municipality, links to important contacts and forms, and links to resources outside the community..
- 12. Regular Council and Staff visits to businesses. Building relationships with local business owners lets city staff provide responsive, hands-on assistance and sends a message that each and every business is important to the city.
- 13. Real estate broker outreach. Developing relationships with local and regional real estate brokers can help raise the municipality's visibility as a potential location for new businesses and development, as well as send a message that the city is business friendly.
- 14. Social media assistance. Help local businesses expand their customer base by setting up a website or using social media platforms. Bring in a consultant to offer step-by-step training.
- 15. Coordinated business hours. Encourage businesses in the downtown or commercial corridor to maintain common operating hours. Not having common hours can deter potential customers from shopping in the area since it causes confusion and frustration not knowing what will be open
- 16. Local business purchasing incentives. Purchasing goods and services locally supports local businesses and workers. Help nearby institutions that have a vested interest in community development, such as educational and medical institutions, to acquire goods and services locally, such as food or laundry and janitorial services. Develop programs designed to support shoplocally incentives.
- 17. **Outreach to owners of vacant or underused properties in central locations** Assign a staff member to contact owners of infill development sites to determine why new or redevelopment is not occurring and how the city could encourage it. The staff person could connect the property owner with real estate brokers and developers, work with property owners to change permitted uses, or conduct a market study to help owners understand potential uses.
- 18. **Wayfinding Signage** Wayfinding signage helps visitors locate landmarks and businesses in the downtown. An attractive and distinctive system can improve the appearance and bring visitors to the area, potentially increasing the number of customers for local businesses.
- 19. **Respect, Respect.** Show respect to other communities, to visitors and to tiers of government. Show respect to council. Show respect to staff. Show respect to visitors. Respect, Respect, Respect.
- 20. **Foster a relationship of mutual respect with Temagami First Nation.** The Temagami First Nation is our neighbour. As a First Nation, there are unique opportunities they have access to. As a municipality, there are unique opportunities we have access to. Together, by sharing these opportunities, we are both stronger.
- 21. **Marketing, Logo and Branding of the region.** Temagami already has brand potential. The region is internationally known, but highly underutilized in branding and consistent marketing. A tourism board, even a volunteer tourism board, would do wonders to promote our region.
- 22. **Live video coverage of council meetings.** An open and transparent government serves business well and becomes predictible. A politically educated population contributes to the economic progress of the community.

- 23. **Reasonable and enforced non resident bylaws and fees.** Temagami is rare in the tourist destination sphere in that we have very limited parking and boat launching fee structures. People understand that it costs money to provide services. We are wasting a income generating opportunity by providing services to visitors without user fees.
- 24. **ATV**, bicycle and snowmobile trail systems. ATV, bicycle and snowmobile trail users would purchase an annual trail pass. This trail pass would give access to all of the trails maintained user organization. Trail permits could be purchased through local clubs and selected businesses. This would have a ripple effect throughout the community, as local businesses would have a larger market to draw from.
- 25. **Create a business advisory board.** Temagami has a wealth of entrepreneurs and "A" list business executives. We need an advisory board of these people to help us move forward.and "A"